

WHAT IS CLAIMED IS:

1. An apparatus for adjusting color balance of an image sensing apparatus, comprising:

5 a solid-state electronic image sensing device for sensing the image of a subject and outputting color image data of a plurality of colors representing the image of the subject;

a color balance adjusting device, which is capable of performing amplification for each item of color image data, for carrying out a color balance adjustment by amplifying each item of color image data of the plurality of colors output from said solid-state electronic image sensing device;

15 a determination device for determining whether a high-sensitivity image sensing mode has been set; and

a color balance control device for controlling said color balance adjusting device, in accordance with a determination by said determination device that the high-sensitivity image sensing mode has been set, in such a manner that an amplification factor will change in comparison with an amplification factor that prevails when a determination made by said determination device is that the high-sensitivity image sensing mode has not been set.

25 2. A color balance adjustment method in an image

sensing apparatus having a solid-state electronic image sensing device for sensing the image of a subject and outputting color image data of a plurality of colors representing the image of the subject, and a color
5 balance adjusting device, which is capable of performing amplification for each item of color image data, for carrying out a color balance adjustment by amplifying each item of color image data of the plurality of colors output from the solid-state
10 electronic image sensing device, said method comprising the steps of:

determining whether a high-sensitivity image sensing mode has been set; and

controlling the color balance adjusting device, in
15 accordance with a determination that the high-sensitivity image sensing mode has been set, in such a manner that an amplification factor will change in comparison with an amplification factor that prevails when a determination made is that the high-sensitivity
20 image sensing mode has not been set.